

## **Radisson Hotel Group leads growth in Q1 2024 with focus on APAC and new markets**

During this year's International Hospitality Investment Forum (IHIF), Radisson Hotel Group unveiled its latest development update and ongoing growth strategy across its diverse portfolio of 10 leading brands. With a current portfolio exceeding 1,340 properties across 95+ countries, including Radisson Blu, Europe's largest upper upscale brand for the 12th consecutive year, and Radisson, the fastest-growing upscale brand in EMEA and South East Asia.

Following a record-breaking 2023, Radisson Hotel Group expanded its portfolio further in Q1 2024 through strategic signings and openings across EMEA and APAC. Leading growth countries include the United Kingdom, India, and China, alongside debuts in emerging markets and resort destinations like Montenegro, Indonesia, and Laos. Notable signings include Radisson Blu Hotel & Resort, Kolasin in Montenegro; Radisson Resort Anyer, the Group's first resort featuring a glamping concept; and Radisson RED Vientiane, marking the brand's debut in Laos' capital.

Elie Younes, Executive Vice President and Global Chief Development Officer at Radisson Hotel Group, remarked, "Over the last 5 years, we have grown the business by nearly 50% and continue to achieve incredible results thanks to the trust of our partners and relevance of our brands. In Q1, we unlocked further opportunities for our owners and guests with over 50 properties opened and signed. We find solutions in the current difficult lending climate and look forward to adding more hotels and resorts as we look ahead to the rest of this year."

Radisson Hotel Group's success in EMEA is on an upward trajectory, with Radisson Blu leading as Europe's largest upper upscale brand. More than 30% of the Group's growth in Q1 2024 in EMEA comprised new Radisson Blu signings, including properties in Italy and Montenegro. Additionally, milestones included the Group's first safari hotel in South Africa, Radisson Safari Hotel

Hoedspruit, and the debut of Radisson RED in Southeast Europe with Radisson RED Belgrade.

Since expanding its strategic partnership with PPHE in 2022, Radisson Hotel Group and PPHE have opened several award-winning properties, including Grand Hotel Brioni Pula and art'otel London Battersea Power Station. Upcoming openings include art'otel Rome Piazza Sallustio and art'otel London Hoxton in H1 2024.

In Q1 2024, over half of the Group's signings and openings were in APAC, particularly in India, China, and Cambodia, led by Radisson RED and Radisson Blu brands. Notable signings include Radisson RED Auckland in New Zealand and Radisson Blu Hotel & Residences Phnom Penh in Cambodia.

Looking ahead to the remainder of 2024, Radisson Hotel Group will continue leveraging its 10 global brands to cater to diverse markets, building strategic partnerships, and adapting to evolving trends to create more opportunities for owners and guests.